

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

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(604)

Come on down!

If you've reached down into the ultra low tar world only to come up empty on taste, come down to Merit Ultra Lights. Thanks to Enriched Flavor,[®] Merit Ultra Lights delivers deep-down tobacco taste you'd never expect in a cigarette so low in tar. That's why it's one of today's fastest growing brands. So raise your standards. Come on down to Merit Ultra Lights.

Enriched Flavor,[®] ultra low tar. A solution with Merit.



Merit Ultra Lights

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

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Kings: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

